

average is to take the percentage increase or decrease in sales for the period prior to the promotion compared to the same period for the prior. While actual sales increases are generally the key focus, *residual sales increases* should also be considered.

In *field experiments*, there would be a control group, for whom all current strategies remain the same, and an experimental or test group, who are exposed to a new promotion. The differences in behavior are then determined. This experiment could be implemented by sending a brochure to certain customers and not to others or by placing an advertisement in one regional edition of a magazine (or a commercial in one city) and not another.

Inquiry Tests. These tests are generally used in two different situations—to test the effectiveness of different ads in the same medium and to test the effectiveness of the same ad in different media.

OBJECT MODELING COMPRESSOR PLANTS WITH SCREW EXECUTIVE MECHANISM

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Development of systems of control, which allow you to operate compressor plants, as well as save electric energy, is very important. In creating process of such systems object-oriented methods have recommended themselves very well.

Two classes of compressor, which are intended for compression of gas, are considered in the work; description of several essential advantages of screw compressors in comparison with other types of compressor machines is given.

Object models of super class "Compressor plant" and class "Screw compressor" are presented and described in the work. The composition of a super class "Compressor plant", functions, which are executed by every element, and interrelations are considered in the work. The model of super class "Compressor plant" provides an opportunity to ascertain a composition and nature of constructive-technological signs, which are inherited by classes of lower level, but more exactly, by any one of representatives of each of these classes.

The scheme of inheritance of signs of class "Compressor plant" by class "Screw compressor" is given.

Use of object-oriented methodology enabled to build an object model of a "Screw compressor" class. Availability of use of acquired results is concluded in their universal using under computer designing systems of control of screw compressors.

It is not difficult to develop an object model of a system of control of screw compressor by using the given model, i.e. execute, essentially, stage of the conceptual design. The object model of system of control of screw compressor is easily converted in structure chart of system of control and warrant for development of the functional chart. Herewith there are not "losses" of class forming signs, which are inherited from classes of higher levels of hierarchy. The last thing is particularly important for development practice with respect to expenses on system designing of adjacent classes.

RECREATION AND TOURISM DEVELOPMENT: ORGANIZATIONAL AND ECONOMICAL CONTENT

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As an economic activity, recreation is difficult to influence and manage directly. It involves mainly three sets of actors: tourists, locals (those who reside in the region of tourism destinations but are unconnected to the tourism industry), and two categories of brokers (those in the private sector who are engaged in the business of tourism, and those in the public sector who in one way or another monitor, manage, or govern tourism).

Recreation and tourism suggests on the positive side, to extol its huge economic development potential; on the negative side, to decry impacts on the environment, overuse of resources and energy, ignorance of local culture, and absence of local benefits. For analytical purposes, it is best, however, to consider recreation in neutral terms as an agent of development and change which may have both positive and negative effects. It is consumptive like any other industry and the level of consumption is determined by the scale and style of tourism development. At low levels and with